

## Message Text

UNCLASSIFIED

PAGE 01 VIENNA 03177 151411Z

50

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W  
----- 015708

R 151145Z APR 75  
FM AMEMBASSY VIENNA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5363

UNCLAS VIENNA 3177

BEWT FOR THOMPSON

E.O. 11652: N/A  
TAGS: BEXP, AU  
SUBJECT: ADVANCED TEXTILE MACHINERY JEEP, APRIL 8-10, 1975  
FINAL REPORT

REF: OIM MARKETING MANUAL, EXHIBITS

1. ADVANCED TEXTILE MACHINERY JEEP.
2. U.S. EAST-WEST TRADE CENTER, VIENNA, AUSTRIA, APRIL 8-10, 1975
3. NUMBER OF EXHIBITORS: 7
  - A. NEW TO EXPORT 1
  - B. NEW TO MARKET 3
  - C. OLD TO MARKET 3
  - D. FULLY ACHIEVED MARKET OBJECTIVES 2
  - E. PARTIALLY ACHIEVING MARKET OBJECTIVE 4
  - F. FAILING TO ACHIEVE MARKET OBJECTIVE 1
4. SALES DURING THE EXHIBITION: 0
5. SALES PROJECTED FOR SUBSEQUENT TWELVE MONTHS
  - NTM \$200,000.00
  - OTM NOT REPORTED
  - ABOUT 20 LEADS WERE PRODUCED DURING THE EXHIBIT. STAFF
  - OF 14 PEOPLE REPRESENTED THE 7 EXHIBITORS. 9 OF THE 14
  - CAME DIRECTLY FROM THE UNITED STATES.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 VIENNA 03177 151411Z

6. 4 EXHIBITORS SEEKING REPRESENTATION.

7. NO REPS APPOINTED DURING THE EXHIBIT.

8. NO AGREEMENTS REPORTED UNDER NEGOTIATION.

9. PRE-REGISTRATION FOR SEMINAR AS FOLLOWS: 86 TOTAL.

CROMPTON & KNOWLES 15

BRUCKNER MACHINERY CORPORATION 12

CAROTEX INTERNATIONAL 8

JOYAL INDUSTRIES 8

LENDT & COMPANY 16

MARSHALL & WILLIAMS 13

TUBULAR TEXTILE MACHINERY 14

APRIL 10, 1975 THE 14.00 SEMINAR WAS CANCELLED.

ON OPENING EVENING ECONOMIC/COMMERCIAL COUNSELOR BARDACH

HOSTED THE RECEPTION AT THE TRADE CENTER FOR ABOUT 50

PEOPLE INCLUDING REPS FROM POLAND, CSSR, HUNGARY AND THE

USSR.

10. EXHIBITOR'S COMMENTS.

MR. KLAUS KOLB, EXECUTIVE VICE PRESIDENT-BRUCKNER MACHINERY:

WE ARE PRESENTLY EXPORTING 85 PERCENT OF OUR PRODUCTION.

OUR COMPANY IS ALLOCATING EXTENSIVE FUNDS AND PERSONNEL

FOR EXPORT PROMOTIONS. THE COMPANY IS PRESENTLY SHIPPING AND

HAS CONTRACTS WITH USSR, YUGOSLAVIA, POLAND. INCREASED EFFORTS

OF THE DEPT OF COMMERCE FOR EXPORT PROMOTION SEEM TO BE VERY

NECESSARY TO PROTECT JOBS IN USA DURING UNCERTAIN TIMES.

MR. FRANK RIVERS, VICE PRESIDENT - CAROTEX INTERNATIONAL:

THE SEMINAR WAS WELL ATTENDED BY EASTERN COUNTRIES REPRESENTATIVES AND IN MY OPINION THE RESPONSE ENTIRELY JUSTIFIED THE

EXPENSE. THIS SYSTEM OF PROMOTION IS THE FASTEST AND LEAST

EXPENSIVE WAY TO INTRODUCE NEW PRODUCTS AND CULTIVATE NEW

MARKETS. THE ORGANIZATION AND PRESENTATION OF THE SEMINAR BY

THE EAST-WEST TRADE CENTER WAS EXTREMELY SUCCESSFUL. MY

ONLY REGRET IS THAT I DID NOT KNOW OF THEIR EXISTENCE UNTIL

ONE MONTH AGO.

MR. LEE J. JOYAL, PRESIDENT - JOYAL INDUSTRIES:

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 VIENNA 03177 151411Z

I WAS NOT SATISFIED THAT BRUCKNER WAS INCLUDED IN THE EWTC

AS THEY ARE TAKING WHAT APPEARS TO BE AN UNFAIR ADVANTAGE

WITH THE POSSIBILITIES OF USING THEIR GERMAN BASE. A MORE

INTENSE PROGRAM TO GET MORE INTERESTED PEOPLE WITH THE

PERSONAL ATTENTION GIVEN TO OUR FIRM AND ITS REPRESENTATIVES

BY ALL E/W TRADE CENTER PERSONNEL. THANK YOU ALL.

MR. KEN FISH, VICE PRESIDENT-MARSHALL & WILLIAMS:

THE US DEPT OF COMMERCE HELP IS VERY MUCH APPRECIATED. THE US MACHINERY MANUFACTURER SPENDS UNTOLD DOLLARS TO EXPAND INTO A FOREIGN MARKET. WITHOUT THE HELP OF THE DEPT IT COULD COST MUCH MORE. WHETHER IT REQUIRES ADDITIONAL PERSONNEL OR ADDITIONAL FUNDS REMAINS A MYSTERY, BUT CERTAINLY IT SHOULD HAVE BEEN BETTER ATTENDED AND RECEIVED BETTER PUBLICITY. THIS FOLLOWING MAY SOUND LIKE SOUR GRAPES BU WE QUESTION A GERMAN BASED FIRM ATTENDING THIS SHOW AT THE EXPENSE OF THE AMERICAN TAX DOLLAR.

11. COMMENT.

THIS ECHIBIT WAS PARTICULARLY SIGNIFICANT BECAUSE DELEGATION OF 11 HUNGARIAN OFFICIALS REPRESENTING ALL BRANCHES OF HANGARIAN TEXTILE INDUSTRY TOOK ACTIVE PART IN SEMINARS. MEMBERS OF DELEGATION INDICATED HUNGARY PLANS TO PURCHASE TURN-KEY TEXTILE PLANT WITHIN YEAR. DELEGATION WAS ESPECIALLY INTERESTED IN EQUIPMENT OF BRUCKNER CO. A GROUP OF CZECHS ALSO ATTENDED. WE BELIEVE VISITS OF GROUPS FROM EE REFLECTS LONGER LEAD TIME AVAILABLE FOR EWTC AND EE POSTS TRADE PROMOTION OF THIS EVENT.

ALSO WORTH NOTING IS FACT THAT SEVERAL EXHIBITORS COMPLAINED THAT BRUCKNER & CO SHOULD NOT HAVE BEEN IN EXHIBIT BECAUSE THEY REGARD IT AS GERMAN FIRM EVEN THOUGH IT HAS ONE FACTORY IN SPARTANBURG, SOUTH CAROLINA. COMPETITORS SAID BRUCKNER MACHINERY DOLD IN EUROPE COMES FROM ITS STUTTGART PLANT. BRUCKNER EXECUTIVE VICE PRESIDENT DOLD SAID BRUCKNER EQUIPMENT SOLD IN EUROPE IS ASSEMBLED IN STUTTGART FROM COMPONENTS MADE IN US AND FRG. BUCHANAN

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 APR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975VIENNA03177  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750131-0676  
**From:** VIENNA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750447/aaaabsdr.tel  
**Line Count:** 144  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 09 JUL 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <09 JUL 2003 by BalzMJ>; APPROVED <28 JAN 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ADVANCED TEXTILE MACHINERY JEEP, APRIL 8-10, 1975 FINAL REPORT  
**TAGS:** BEXP, AU  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006